

[00052] The process of figure 4 uses keywords entered in freeform at (14) that is tested to determine whether it matches any of the items in (15) the redacted ad list buffer. The output of (14) is first passed through (16) a decision point that determines whether all of the keywords from (14) have been exhausted. If there are no keywords pending, the contents of (15) are passed to (23) and reported to the user via the user interface. If at least one keyword is pending, it is passed to (17) a decision point which queries whether the pending keyword matches any of the items in the ad buffer. Upon finding one or more matches, the redacted ad list buffer (15) is redacted further by removing those advertisement records that do not match the pending keyword. If (17) determines that no match with the pending keyword was found, a new keyword is requested at (14). The process of (18) passes to (19) a decision point that determines whether the ad list buffer contains a single item. If the ad list buffer contains a single item, the result is reported by (22) to the user via the user interface. If no items or more than one item is contained in the ad list buffer, control is passed to (20) a decision point which determines whether the redacted ad list buffer is empty. If the redacted ad list buffer is empty, control is passed to (21) which restores the redacted ad list buffer to its condition prior to testing by the last keyword and then passes control to (14). If at (20) the redacted ad list buffer contains more than one item, control is passed to (14). Thus, the process is iterated until a single record remains in the redacted ad list buffer or there are no further keywords from the user. Elements 16-20 of Figure 4 make up the first search engine (100).

[00053] Figure 5 is similar to Figure 4 except that the input of a keyword at (14) passes control to (24) which expands the input of each keyword, if possible, to include the original keyword and its synonyms. Thus, the process of Figure 5 is iterated until a single record remains in the redacted ad list buffer or there are no further keywords or synonyms to be tested. Elements 16-20 of Figure 5 make up the second search engine (110).